

PATENT APPLICATION

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicants: Naressi, Alexandre et al. Examiner: Lane, Gregory  
Serial No. 10/598,387 Art Unit: 2348  
Filing Date: September 23, 2008 Atty. Docket No.: 33836.00.0100  
Confirmation No.: 3439

Title: **RFID ENABLED MEDIA SYSTEM AND METHOD THAT PROVIDES  
DYNAMIC DOWNLOADABLE MEDIA CONTENT**

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Mail Stop Amendment  
Commissioner for Patents  
P. O. Box 1450  
Alexandria, VA 22313-1450

**RESPONSE**

Dear Examiner Lane:

In response to the non-final Office Action mailed January 9, 2012, Applicants submit a Request for a one-month Extension of Time and the following response:

**Amendments to the Claims** are reflected in the listing of claims which begins on page 2 of this paper.

**Remarks/Arguments** begin on page 7 of this paper.